

## METHOD FOR FORMING COLORED CELLULOSIC MATERIALS

### ABSTRACT OF THE DISCLOSURE

A method for applying a colorant to a cellulosic substrate to improve the resistance of the colorant to removal from the substrate by wetting or rubbing. The method is a two-step process in which the colorant is applied to the substrate in a first step, and in which an elastomeric overcoat is applied to the substrate over the colorant in a second step. The colorant includes a pigment, thickeners and water and can be applied to the substrate in a manner similar to the application of the overcoat, i.e., by any suitable on or off-paper machine process.